

TORRANCE, BUILDING FOR FUTURE



• Some of the Publicity Prepared by the Chamber of Commerce.

TORRANCE . . . on Review

Business volume much in excess of population norm.

Recognized business experts—major chain organizations—have all instituted Torrance stores, yet private business more than holds its own.

Chamber of Commerce formed April 21, 1913.

City has had three postmasters, plus an "unofficial" one.

Postal business, \$9,388.73 in 1921; \$31,466.21 in 1935.

Telephones from October 28, 1913. In 1920, nearly 100. Today, over 990.

INDUSTRY, business, residences. Mix them, apply a proper proportion of sound management, stir in plenty of ambition — and you have a city!

That has been the recipe for Torrance's amazing success.

Other pages of this Review have told of some of the phases of business in Torrance but it is only proper that the subject be examined in more detail.

Torrance, according to a complete analysis made in 1925 by Eberle and Riegelman, statisticians and engineers, stands far above the normal requirements of a city in this respect. Business is here. Here in quantities. And the 11-year period subsequent to the report shows no change in the trend. Unquestionably Torrance business covers an enormous trading area, far larger than the boundaries of the city.

No "One Street" Town

YET THAT business was so well placed, as to location, on the original Torrance townsite that Torrance is far from being—in fact, never was—a

"one-street" town. For business in Torrance spreads over a compact, well-knit section of some 20 blocks, utilizing all four sides of each block. Even the supposedly "best" business section in Torrance has shifted no less than three times in the last dozen years, and today shows signs of expanding in all directions to utilize every business artery to the complete zoned limits.

There must be some reason for it when practically every large chain organization in the United States selects Torrance as a store site. There must be some reason for it when wide-awake independent merchants build businesses that call for continual expansion of quarters. There must be some reason for it when more and more stores are being opened each year. And the reason is, unquestionably, that Torrance business has a tremendous future.

Kept Up With Industry

FROM the very first days of the infant city, Torrance business has held its own with the rapidly advancing industrial

development. Planned with business sites but a few minutes away from any of the industrial locations, enterprising merchants saw opportunity here and seized it.

But it has not only been due to volume and number of businesses that Torrance has progressed so far—it has been due, to a great extent, to the fact that businessmen pulled together.

Opened for settlement in 1912, enough businessmen were here to form a Chamber of Commerce on April 21, 1913, when Harry Marx was chosen president and S. F. Magor secretary, with R. R. Smith as vice president and Dr. Norman Leake treasurer.

First business to come before the new body was co-operation with the newly-formed fire department, a liaison which continued throughout the years until Torrance was incorporated as a city and the fire department was taken over by municipal authorities. For as late as September 16, 1918, the minutes show that the advisory board of the chamber should be the governing body of the department and should appoint the chief—under which B. F. Hannebrink was named to the office. And five months later Chief Hannebrink reported to the chamber that the department included 18 members.

Had Ups and Downs

EXAMINING the minutes of the chamber—or possibly the series of chambers—it is found that, like the rest of Torrance, there were periods of exaltation and periods of lulls. For naturally the affairs of the chamber reflected, in part, the corresponding affairs of its memberships. And, as a child must take many tumbles ere it learns to walk, so did businessmen of Torrance.

It was not to their discredit that this occurred. Rather, it was a natural component of development.

The first chamber held regular meetings from April, 1913, to February 12, 1914, when the

Aided and Encouraged by a Live Chamber of Commerce, Torrance Merchants Know . . .

BUSINESS Builds for the FUTURE



• Marcelina From Cabrillo.



• Carson From Cabrillo.



• Along Auto Row.



• On Cabrillo Avenue



• When World-Known Businessmen Visited Torrance, March 14, 1914. Left to Right Here Are: Dr. Webster Merrifield, E. L. Taylor, Louis Sands, G. W. Finney, C. E. Chapin, Reese Llewellyn, J. S. Daggett, E. W. Rollins, A. T. Leavitt, J. McMillan, Paul Shoup, H. W. Robinson, J. S. Torrance, Chauncey Keep, F. L. Riordan, I. C. Seamans, W. Parker Lyons, F. P. Nash, George E. Pomeroy, F. S. Kenfield, John N. Willys, C. K. Henry, A. L. Spitzer, H. H. Roundtree, Morgan Ross, F. A. Dennett, J. Gimper, E. T. Earl, David R. Francis, C. A. Sands, W. K. Bixby, Thomas D. Campbell, Nathan Straus, Gen. Nelson A. Miles, W. P. Anderson, Charles Wiggins, Henry G. Hay, Charles Allis, George D. Harris, Gen. Harrison G. Otis, D. C. Green and W. K. Nash.